



*Sturgis Information Publication*

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## City Gears up for the 69th

As our City prepares to play host to the 69th Annual Motorcycle Rally, several questions come up. According to the Rally Department, the most common question is how many people are we expecting?

“Forecasting attendance is not an easy thing to do,” according to Brenda Vasknetz, Rally Director. Industry leaders like South Dakota Tourism, the Sturgis Chamber, and local hospitality groups are reporting average activity for this time of year. Other rally venues like Daytona Beach, Florida, reported having about the same number of visitors as last year. Laconia, New Hampshire however, had much lower numbers partly due to bad weather for most of their event.

Either way, up or down, Sturgis prepares the best they can based on years of experience. Human Resources Coordinator Lisa Katzenstein has been working on hiring rally help since May. At least 60 employees will be coming on board to help out with everything from law

enforcement and inspections, to manning parking lots and photo tower information booths. Many of the temporary workers are well seasoned having worked several rallies in the past. Those with the most longevity are the police officers. According to Chief Bush, “It really helps having seasoned officers come back every year because they know what to expect and they don’t need a lot of training.”

As we watch our City grow exponentially in the coming days, please be courteous and patient. Let’s show our visitors the same friendly attitudes we like to see when we are on vacation; a little good will travels a long way.



## Reminders

**City Hall** will continue to follow normal business hours during the Rally. The **Community Center** will be open from 5:00 a.m. to 9:00 p.m. Monday - Friday and 7:00 a.m. to 7:00 p.m. on August 1, 2 and 8, and 7:00 a.m. to 6:00 p.m. on August 9. The **Police Department** reminds everyone that storage of vehicles in the public right of way is prohibited. This includes cars & trucks, trailers, RV’s, and motorcycles. The **Sturgis Library** has computers with internet connections available for residents and visitors to use free of charge. Rally Hours: The library will be closed on Saturday, August 1 and Saturday, August 8. The library will be open from 8:00 a.m. until 4:00 p.m. August 3 - 7. **Sturgis Liquor** will be open 7:00 a.m. until midnight July 31 - August 8.

## Announcements and Meetings

**Sturgis City Council:** August 17. Council meetings are held at 6:30 p.m. at the Sturgis Community Center 1401 Lazelle Street. There will be no Council meeting on August 3 due to the Sturgis Motorcycle Rally.  
**Forestry:** No meeting in August.  
**Park Board:** No meeting in August.  
**Planning and Zoning:** August 11 at 6:30 p.m. downstairs at City Hall.  
**Arts Council:** August 13 at 7:00 p.m. in the downstairs conference room at City Hall.  
**MUB Board:** August 12 at 8:00 a.m. in the downstairs conference room at City Hall.  
**Library Board:** August 26 at 4:00 p.m. in the Library.  
**Meeting schedules in August may be changed due to the Rally - please check our website calendar at [Sturgis-sd.gov](http://Sturgis-sd.gov) for updates or call ahead to confirm your meeting date and time.**

## Officials

### *Mayor*

Maury LaRue 347-4422

### *Council Members*

Ward One:

Mark Chaplin 720-3792  
Joe DesJarlais 347-7928

Ward Two:

Sherry Scudder 720-2768  
David Hersrud 347-5061

Ward Three:

Clint Brengle 720-0171  
Jamie McVay 720-5780

Ward Four:

Dane Sundstrom 490-1172  
Bernadette Usera 720-9424

### *City Manager*

Dave Boone 347-4422

## The Benefits and the Burdens of the Rally

We all know about the burdens of the Rally. The crowds, traffic, trash and noise are more than an inconvenience and impose substantial burdens on our quality of life for our citizens the first week of every August.

Why do we have the Rally? That’s a great question that needs answering. We conduct the Rally to capture maximum economic benefit for our citizens and we use those economic benefits to improve the quality of life for the community. Every dollar we net from the Rally is a dollar we don’t have to request from property taxes to pay for things citizens want like streets, police, and fire services. In other words, the Rally helps keep your property taxes lower than what they would be without the Rally.

Probably the best example of benefits to the citizens is the sales tax generated by the Rally. In looking back at 2008, the average sales tax collection outside of the Rally months January through July and November and December was \$66,732 per month. The total sales tax collection for Rally months of August, September and

October was \$1,036,753 as it takes the State about three months to obtain all the sales tax from the sales tax filings as they come in. So, if we collected an average of \$66,732 per month in the non-Rally months, our baseline sales tax collection would be \$200,197 (\$66,732 X 3 months) during August, September and October. This is the sales tax we would likely collect without the presence of the Rally. So, if we take our total sales tax collections of \$1,036,753 and subtract the amount of sales tax we would ordinarily collect (which would be \$200,197,) we can conclude that the Rally generates at least \$836,556 in additional sales tax for the citizens.

To put that \$836,556 in perspective, the City is currently paying for the Community Center, Library and Fire Hall through a sales tax bond which costs the City an annual bond payment of \$621,654. The City is also investing \$213,000 in the Street Overlay Program this year. The annual bond payment and the Overlay Program add up to \$834,654. So you can certainly see where the Rally pays for community improvements.

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Book Sale August 13 - 15



If you are in need of some good summer reading material, stop by the Sturgis Public Library for their used book sale August 13 - 15. There will be fantastic bargains and you can shop from a wide selection of soft cover, hard cover and DVD books for all ages.

The sale will be held in the main lobby of City Hall during regular Library hours. Bring a friend and get some new reading materials to enjoy during the dog days of summer.

The following streets will have temporary travel restrictions during the Sturgis Motorcycle Rally:

**Main Street** between Middle Street and Fourth Street: open to motorcycle traffic only Aug 1 - Aug 9.  
**Third Street** from the alley between Sherman Street and Main Street to the alley between Main Street and Lazelle Street: open to motorcycle traffic only July 31 - Aug 8.



**First Street** from the alley between Sherman Street and Main Street to Lazelle Street: Closed to all traffic July 31 - Aug 8.  
**Kinship Road** from Lazelle Street to Williams Street: Closed to all traffic on Aug 2 - 6 from 11:00 a.m. until 5:00 p.m.  
**Fifth Street** from the Community Center to Lazelle Street: Closed to all traffic July 31 - Aug 8.



**Temporary Stop Signs** will be placed at the following intersections to assist with traffic flow July 25 - Aug 14:

- Blanche and Lazelle
- Nellie and Lazelle
- Middle and Lazelle
- 1st and Lazelle
- 6th and Lazelle
- 20th and Hwy 14A
- Junction Avenue and Sherman



**One Way** - The Whitewood Service Road from Hwy 14A to 20th Street will be one-way to the west from July 25 - Aug 14.

Please plan your travel in the downtown area during the morning hours if possible. Congestion increases significantly during the afternoon and evening hours.

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The Rally also generates other economic activity revenues for the citizens. In looking back at 2008 some of the revenue sources include vendor fees of \$252,325, City property rental revenue of \$212,878, sponsorship fees of \$350,888 and special sanitation fees of \$113,575. These Rally revenue sources total \$929,666 and add bottom line dollars to cover City services that benefit residents.

A recent survey of all commercial properties indicates that we have 42 “Rally only” type of commercial properties on the tax rolls that pay \$106,479 in annual property taxes. These 42 Rally properties represent 21% of our total commercial property at a value of \$13,344,906 in assessed valuation.

You can see from this brief analysis of the Rally we have identified \$1,872,701 in Rally revenues. Every dollar we net from the Rally is a dollar we don't have to request in property taxes from our residents. The big benefit of enduring 10 days of the Rally is that the event helps keep your property taxes lower than what they would be without the Rally. When it comes to weighing the benefits and the burdens of the Rally, the scale comes down in favor of the financial benefits to you, our citizens.

*In 2008, a Sturgis Motorcycle Rally visitor shared this comment about his Sturgis experience: “I Rode from Huston, Texas in 110 degree heat for 3 and a half days - it was worth every mile.”*

Sturgis  
Community Center

5th & 6th Grade  
Tackle Football  
K-4 Flag Football  
Registration Begins  
August 24th

After-School Fun & Fitness  
Registration Begins  
August 17th

Join us for a free week  
August 10 thru 16

Severe Weather Warnings

*From the Meade County Office of Emergency Management -*

During the Rally, the warning sirens will be activated if we are under a severe thunderstorm warning and weather spotters confirm either large hail or high winds. The severe thunderstorm warning criteria is 3/4” hail (penny size) and 60 mph winds. If a severe weather condition exists, seek shelter in a sturdy building away from windows.

Current weather information is available from the National Weather Service NOAA as well as local radio stations KBHB - 810 AM and KNKL - Knuckle Radio at 1610 AM.

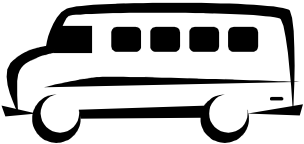


Previous Rally Statistics

DESCRIPTION	66TH 2006	67TH 2007	68TH 2008
Estimated Attendance	456,968	507,234	414,917
Tons of Garbage Hauled	585	616	543
Marriage Licenses Issued	89	79	66
Vendor Licenses Issued - Sturgis	840	818	697
Vendor Licenses Issued - Meade Co.	259	225	204
Jailed - Meade Co. Sheriff	443	460	436
Hospital Emergency Room Visits	448	392	370
DOT Traffic Counts	449,527	461,507	405,475
Taxable Sales/Temporary Vendors	12.38 mil	11.75 mil	10.4 mil
SD State Sales Tax Collected	495,220	563,838	418,716
Sturgis City Sales Tax Collected	256,683	235,079	217,155
SD Dept. of Tourism Tax Collected	123,566	140,685	104,286

Future Sturgis Committee is Conducting a Transportation Survey

The *Sturgis Elderly Housing and Transportation Committee* branch of Future Sturgis is conducting a survey related to transportation needs in our community. You can help provide data for this research by visiting the Sturgis City Website at [Sturgis-sd.gov](http://Sturgis-sd.gov) and clicking on the Government, Future Sturgis, and Transportation Survey tabs. The information gathered will help determine if there is a need for expanded transportation options and the type of services that are needed. If you or someone else in the community needs assistance with filling out the survey, please contact Deb Looby at (605)347-3384. Surveys must be completed by September 1, 2009.



Contact Information

City Manager 347-4422  
Community Development 347-4424  
Finance Office 347-4422  
Human Resources 347-4422  
Rally Department 720-0800  
8:00 - 5:00 Mon. - Fri.  
1040 2nd Street

Community Center 347-6513  
5:00 - 9:00 Mon. - Fri.  
8:00 - 8:00 Sat.  
Noon - 8:00 Sun.  
1401 Lazelle Street

Fire & Ambulance 347-5801  
Emergency 911  
7:00 - 5:00 Mon. - Fri.  
1901 Ball Park Road

Library 347-2624  
8:30 - 7:00 Mon. - Thu.  
8:30 - 5:00 Fri.  
8:30 - 4:00 Sat.  
1040 2nd Street

Liquor Store 347-5983  
8:00 - 10:00 Mon. - Sat.  
10:00 - 8:00 Sun.  
1075 Lazelle Street

Parks Department 347-9018  
8:00 - 5:00 Mon. - Fri.  
1040 2nd Street  
Shelter Reservations call  
347-4422

Police Department 347-5070  
Emergency 911  
1400 Main Street

Public Works 347-3916  
7:00 - 4:00 Mon. - Fri.  
1057 Dudley Street  
Rubble Site  
8:00 - 5:00 Tue. - Fri.  
8:00 - 12:00 and 1:00 - 5:00  
Mon. and Sat.

Water Department 347-4425  
7:00 - 4:45 Mon. - Fri.  
After Hour Emergency call  
Police Dispatch 347-2573